

NEIGHBORHOOD INITIATED IMPROVEMENT PROGRAM

1976

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AN INVITATION TO PARTICIPATE

This is an invitation to San Franciscans to participate in the 1976 Neighborhood Initiated Improvement Program (NIIP) by submitting proposals for small-scale neighborhood improvements.

The "need to improve neighborhood quality" has been identified as a fundamental need in many parts of the city. One method for meeting this need is the carrying out of small-scale neighborhood improvement projects such as tree planting, landscaping, installation of play and/or sitting areas, and other physical improvements that enhance the quality of local environments.

To foster such small-scale neighborhood improvements, a program was established in the summer of 1975. For the calendar year 1976, \$100,000 has been allocated for additional neighborhood initiated improvements.

This publication describes the kinds of projects that can be funded and describes the steps to be taken in preparing a proposal.

POSSIBLE PROJECTS

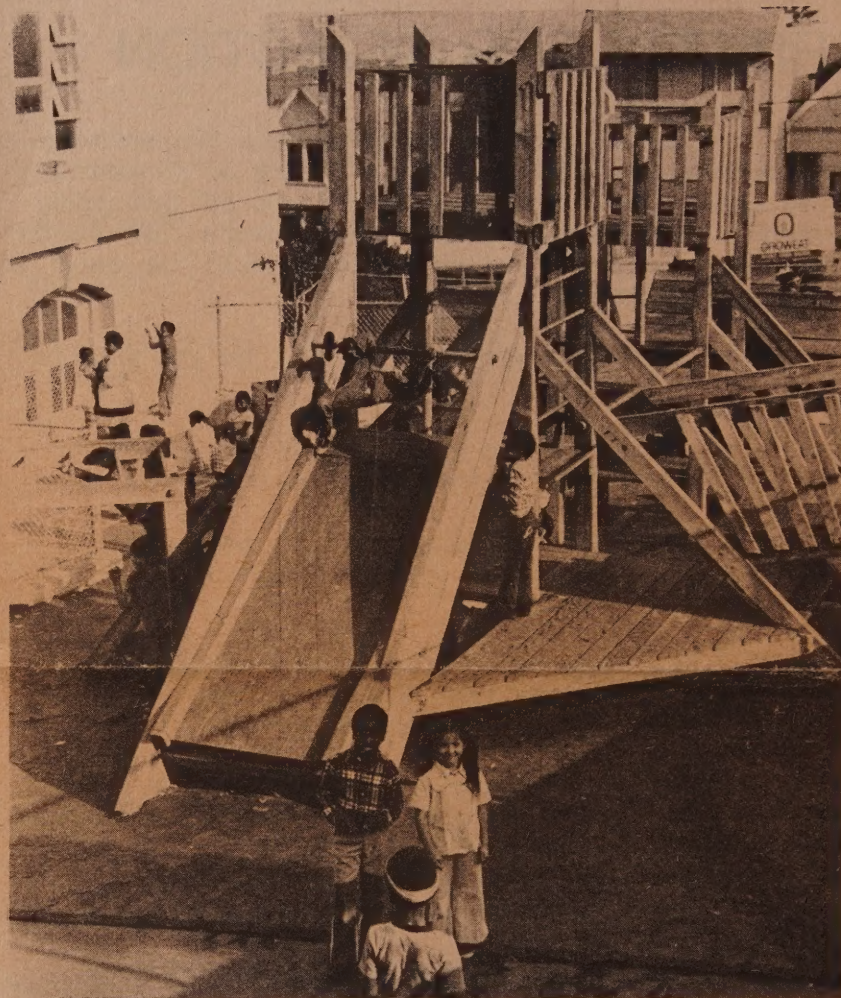
Street Tree Planting & Landscaping of Public Property

Many people have supported the planting of trees and shrubs along streets, on public rights-of-way, around schools, and on other public property. These plantings are attractive features and may also buffer the effects of traffic.

If you plan to propose a tree planting project, be certain that you submit applications for tree planting permits. (These may be obtained from the Department of Public Works.)

Play & Sitting Areas

Many parcels of publicly owned land throughout the city, including school yards and branch library grounds, might serve as small play areas for children of various ages. Equipment such as sand boxes and play structures could be installed. In addition, benches and tables would provide places for older people to meet and chat as well as play cards, checkers or dominoes. Landscaping and a small fountain or sculpture might also be appropriate in such an area.



Play structure at Kate Kennedy School

Community Gardens

A community garden can offer continuous recreation for a neighborhood. Fruit trees have been planted in many gardens. Fences and benches have also been put in. Currently, some groups are combining community gardens with play areas, using the garden as a learning environment for children.

Art Projects

Art projects to enhance the appearance of an area can include murals, graphics, sculptures and fountains. Decorative painting on trash receptacles, fencing and sections of paved areas for aesthetic and/or play purposes can also be considered.

Street Beautification

A neighborhood may wish to place benches, trash receptacles and even special street lights along the sidewalk. Or, residents may want to make sidewalk areas more attractive by replacing some of the concrete with grass and other planting.



WHO IS ELIGIBLE

Any neighborhood organization, group or individual is eligible to apply. However, priority will be given to those projects that serve a broad citizen base, have substantial neighborhood support, and principally serve the needs of low- and moderate-income persons.

DEADLINES

The deadline for submitting proposals for the 1976 program is February 27, 1976. Proposals should be mailed or delivered to the Department of City Planning, 100 Larkin Street, San Francisco, CA 94102.

CRITERIA FOR SELECTION

In consultation with the Department of City Planning, the Mayor's Office of Community Development will recommend a list of priority projects to the Board of Supervisors for funding. The general criteria that will be used to evaluate projects are:

1. The project should be on public land.
2. The project should be an outdoor physical improvement.
3. The project should have the approval of the owner of the land.
4. The project should principally serve the needs of low- to moderate-income people.
5. The project should have a significant effect toward improving neighborhood quality. Priority will be given to durable, long-lasting improvements.
6. The project should benefit a broad section of the community.
7. The project should have wide citizen support.
8. The project should maximize use of public funds by achieving much with little. One method of doing this is through volunteer labor from the community to do the work. Priority will be given to projects costing less than \$5,000.
9. Priority will be given to projects with minimal maintenance requirements and projects where individuals or groups agree to provide their own maintenance.
10. Acquisition of property should not be part of the project.
11. The project should be of a nature and scale that will allow for easy and early completion.
12. Favorable consideration may be given to neighborhoods not receiving other Community Development funding and/or projects that are planned as part of the Neighborhood Bicentennial Celebration.



Street trees along Bryant Street



Bus stop bench at Church and 30th Streets

RELATIONSHIP TO BICENTENNIAL CELEBRATION

An amount of \$300,000 has been reserved in the 1976 Community Development Program to fund awards for neighborhood activities that directly support the City's Bicentennial Celebration. It is the intent of the Mayor's Office of Community Development that an additional \$300,000 be reserved for the Bicentennial program in 1977.

The Bicentennial program is designed to provide incentives to neighborhood organizations and local merchant associations who voluntarily undertake activities for making their neighborhoods better places to live and work. A competition will be held among the neighborhood projects, with funds awarded to finance future public improvements eligible for Community Development funding in winning neighborhoods and business areas.

Groups are encouraged to relate proposals for the 1976 Neighborhood Initiated Improvement Program to larger volunteer neighborhood efforts that could later be entered in the Bicentennial competition. If you have plans for the Bicentennial in your neighborhood, please explain this in your proposal.

A newsletter describing the Neighborhood Bicentennial Program in more detail may be picked up at either the Department of City Planning or at your neighborhood's branch library. For additional information phone Ms. Michelle Anderson at 626-1776.

HOW TO GET STARTED

The Neighborhood Initiated Improvement Program seeks to fund small-scale physical improvements in as many neighborhoods as possible. If you need help in choosing a project and in learning how much a few thousand dollars can accomplish, contact the Department of City Planning. If your project will necessarily cost more than a few thousand, yet it is the highest priority in your neighborhood, then study it to determine if there is not perhaps some way to divide the project into phases or stages. You might then apply for the first stage, and hold other stages for future possible funding through the Bicentennial.

Keep in mind how much work your project will require and how much labor you and your group will be capable of doing. If you feel you cannot judge these things, contact persons involved in last year's projects. Talk with them; ask them questions. Their experiences may well help you plan a better project. A list of those project sponsors is available at the Department of City Planning for your reference.

It should also be understood that cash payments are not made directly to neighborhoods. Rather, materials and supplies are purchased and provided, or contracts are let through various City operating agencies having jurisdiction over the project such as the Department of Public Works, Art Commission, Housing Authority, Recreation and Park Department or Unified School District.

Once you have decided what type of project you would like, you will have to determine the costs for the improvement. For help with this, please contact the public agency that handles your activity, or your neighborhood liaison person at the Department of City Planning.

PROJECT ASSISTANCE

The following are some of the public and private groups available to assist neighborhoods in development of improvement projects:

DEPARTMENT OF CITY PLANNING

Kit Benziger (Program Coordinator) or Neighborhood Liaison Planner assigned to your area. 558-4541

Provides assistance in organizing and planning projects in general. Can assist neighborhoods in securing project approval from agencies owning the land to be improved.

COMMUNITY DESIGN CENTER

Charles Turner 863-3718

Assists in architectural planning and design of projects, in low-income areas especially.

COMMUNITY GARDENS PROGRAM (DPW)

Sue Reid 566-1340

Assists in design and development of gardens. When possible, provides free materials and plants.

HOUSING AUTHORITY

Evert Heynneman 673-5800

Provides assistance in organizing and planning projects for public housing properties.



Mural in mini-park on 24th and York Streets

PUBLIC LIBRARY

Karen Scannell 558-3602

Provides assistance in organizing and planning projects for branch library grounds.

MUNI

Tom Standing 558-3003

Provides assistance in designing and locating benches to serve MUNI buses.

NEIGHBORHOOD ARTS PROGRAM

Anne Theilen 626-1513

Assists in planning and implementation of arts projects, including such things as murals, sculptures, fountains and large-scale painting of trash receptacles.

DEPARTMENT OF PUBLIC WORKS

Doug Martin 558-4757

Provides assistance in planning of beautification projects along streets and sidewalks.

TREE PLANTING DIVISION (DPW)

Brian Fewer 558-3377

Will provide an entire packet upon request, detailing the requirements and steps for developing a tree planting project. In addition, this staff will assist as requested throughout the project.

SPUR NEIGHBORHOOD SERVICES ADVISOR

Roger Hurlbert 387-0123

Assists primarily in organization and mobilization of a neighborhood group.

VOLUNTEERS TO BEAUTIFY OUR SCHOOLS

Ben Spicer 661-8121 or 681-4630

Provides assistance and advice for planning, designing and constructing any play area or structure. For projects proposed for school property, this group is recognized by the School District as the official liaison between the District and volunteer groups planning play areas.

HOW TO APPLY

U.C. BERKELEY LIBRARIES



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INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

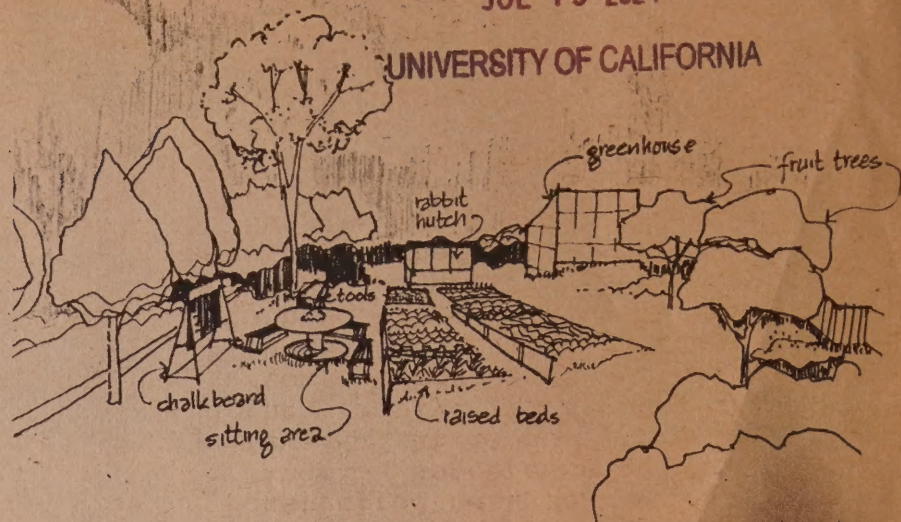
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UNIVERSITY OF CALIFORNIA

You are urged to contact the NIIP Program Coordinator or the Liaison Planner assigned to your area at the Department of City Planning (558-4541) in the early stages of preparing an application. The Department will answer your questions, assist you in planning your proposal, help coordinate your efforts with the appropriate operating departments of the City, and provide you with an official application form. This form must be used for all proposals. In addition, a number of public and private agencies, listed above, are available to assist you in developing various projects.

To get you started, the following list details the types of information you will need in order to complete an application for funding.

1. Name, address and phone number of main individual and/or organization sponsoring the project.
2. A description of the project contemplated. Please be as specific as you can. Submit plans and sketches if you have them.
3. Identification of the land to be used:
 - Location (What is the nearest intersection?)
 - Owner (Remember the funds are available for improvement of public land only.)
 - Approval (The agency responsible for the land must approve your project.)
4. A description of how the project will be completed:
 - Who will do the work?
 - How long will it take to complete the project?
5. Amount of public (Community Development) money requested:
 - for the total project
 - cost breakdown for
 - o materials
 - o labor
6. Amount of additional assistance available for this project:
 - donated labor
 - donated materials
 - donated funds
7. Description of the total number and types of persons to be served by the project: elderly, children, handicapped, etc.
8. Indication of degree and extent of community support. You may wish to attach letters of support from neighborhood organizations or signed petitions supporting the project. Also, describe the manner and degree by which the neighborhood affected by this project has been involved in its planning.



1975 NIIP proposal for a garden project at Twin Peak Elementary School.

THE 1975 NIIP

The responses in the 1975 Neighborhood Initiated Improvement Program demonstrated that this approach has a great deal of popularity. Over 100 proposals were received prior to the first year's deadline on September 19, 1975. Of these proposals, 80 were funded wholly or in part, for a total of approximately \$350,000.

The 1975 NIIP proposals came from every section of the city. They came from existing neighborhood improvement groups, from small citizen groups formed with the specific intent of developing and proposing a project, and from area-wide coalitions established by several groups for the purpose of coordinating the neighborhood's NIIP proposals.

These groups recognized the program's objective of funding as many groups and projects as possible, by proposing primarily small-scale projects. Out of the total number of eligible submissions (some had to be denied because they were not for outdoor physical improvements on publicly owned land), 63 projects or 70 percent cost less than \$5000, with some proposals costing as little as a few hundred dollars.

This is an important point. If more groups had submitted costlier proposals, far fewer proposals could have been funded. Keep this in mind when designing a project for the next NIIP deadline.

Also keep in mind what can be done with these small amounts of money. Many of the projects funded under the first NIIP program will result in highly visible and important improvements to their areas. In the Haight, trees will be planted along ten blocks of Page Street. In the Mission, a landscaped sitting area will be constructed next to the branch library, enhancing the appearance and usefulness of a barren sidewalk that is now a meeting place for youth and the elderly. In several areas, including Chinatown, North Beach, Bernal Heights, Western Addition and Potrero Hill, vacant City land will be turned into community gardens, providing recreation as well as fresh produce for their users. In other areas such as the Richmond, the Sunset, Noe Valley and Visitacion Valley, play structures at school locations will be built by the community for children to use during and after school hours. Potrero Hill residents proposed to construct two signs designating their area by name, to be placed at the Hill's "gateways": a very small project, and yet one which clearly responds to the need felt by the people to affirm the identity of the neighborhood.